

**Notice of References Cited**

Application/Control No.

10/039,076

Applicant(s)/Patent Under  
Reexamination  
KAUFMAN ET AL.

Examiner

Rob Rhode

Art Unit

3625

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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-US 2002/0004749 A	01-2002	Froseth et al	705/16
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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	Q					
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	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"Who Wants to Market a Millionaire?"; Rosenspan, Alan; Direct Marketing; March 2001; page 45
	V	" King of Pop to deliver e – postcards to fans' inboxes"; Sarah Heim; Adweek (Boston); September 3, 2000; Page 1
	W	"Notebooks made to order"; Kovar, Joesph; The Newsweekly for Builders of Technology Solutions; October 15, 2001
	X	"Winning the last mile of e - commerce"; Lee, Hau; MIT Sloan Management Review; Summer 2001

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.